

Program Change Request

APPROVED BY SENATE
04/24/2023

EP.23.068_FINAL
Approved by EP 04/10/2023

Date Submitted: 03/24/23 1:30 pm

Viewing: **1PKS6018CERU : Digital Marketing, CERT (online)**

Last approved: 02/01/22 5:01 pm

Last edit: 04/11/23 11:21 am

Changes proposed by: Lorena Nicholas

[Digital Marketing, CERT](#)

Catalog Pages
Using this
Program

Proposal Type:

In Workflow

1. U Program Review
2. 1902 Committee Chair
3. 1902 Head
4. KM Committee Chair
5. KM Dean
6. University Librarian
7. Grad_College
8. COTE Programs
9. Provost
10. Senate EPC
11. Senate
12. U Senate Conf
13. Board of Trustees
14. IBHE
15. HLC
16. DOE
17. DMI

Approval Path

1. 03/27/23 3:49 pm
Emily Stuby
(eastuby):
Approved for U
Program Review
2. 03/27/23 4:06 pm
Brian Fulton
(bfulton):
Approved for 1902
Committee Chair
3. 03/27/23 7:43 pm
Carlos Torelli
(ctorelli):
Approved for 1902
Head
4. 03/28/23 10:39
am
Susan Curtis
(smcurtis):

- Approved for KM
Committee Chair
5. 03/28/23 10:44
am
Brooke Elliott
(wbe): Approved
for KM Dean
 6. 03/28/23 12:58
pm
Chris Prom
(prom): Approved
for University
Librarian
 7. 03/31/23 8:49 am
Allison McKinney
(agrindly):
Approved for
Grad_College
 8. 04/04/23 10:56
am
Brenda Clevenger
(bmclvnr):
Approved for
COTE Programs
 9. 04/10/23 8:02 am
Brooke Newell
(bsnewell):
Approved for
Provost

History

1. Aug 17, 2021 by
Amanda Brantner
(amandab)
2. Feb 1, 2022 by
Mary Lowry
(lowry)
3. Feb 1, 2022 by
Mary Lowry
(lowry)

Major (ex. Special Education)

This proposal is
for a:
Revision

Administration Details

Official Program Name Digital Marketing, CERT (online)

Diploma Title

Sponsor College Gies College of Business

Sponsor Department Business Administration

Sponsor Name Nerissa Brown, Associate Dean ~~Brooke Elliott, Associate Dean, EY Distinguished Professor in Accounting; Mark Peecher, Associate Dean of Faculty, Deloitte Professor of Accountancy~~

Sponsor Email nerissab@illinois.edu ~~wbe@illinois.edu; peecher@illinois.edu~~

College Contact Amanda Brantner
amandab@illinois.edu

College Contact Email

College Budget Officer Gina Oleynichak

College Budget Officer Email goleynic@uillinois.edu

List the role for rollbacks (which role will edit the proposal on questions from EPC, e.g., Dept Head or Initiator) and/or any additional stakeholders. Purpose: List here who will do the editing work if proposal needs rolled back. And any other stakeholders.

Does this program have inter-departmental administration?

No

Proposal Title

Effective Catalog Term Fall 2023

Proposal Title (either Establish/Revise/Eliminate the Degree Name in Program Name in the College of XXXX, i.e., Establish the Bachelor of Science in Entomology in the College of Liberals Art and Sciences, include the Graduate College for Grad Programs)

Revise the Campus Graduate Certificate in Digital Marketing in the Gies College of Business and the Graduate College

Does this proposal have any related proposals that will also be revised during the next 6 weeks? Consider Majors, Minors, Concentrations & Joint Programs in your department. Please know that this information is used administratively to move related proposals through workflow efficiently. Example: If you are revising the BS proposal and one related concentration within the next 6 weeks, "This BS proposal (key 567) is related to the Concentration A proposal (key 145)."

This Graduate Certificate revision (key 989) is related to MBA Program revision (key 596).

Program Justification

Provide a brief description of what changes are being made to the program.

We are removing two courses (2 hours each) and adding one course (4 hours).

Did the program content change 25% or more in relation to the total credit hours, since the 2020-2021 catalog. (<http://catalog.illinois.edu/archivedacademiccatalogs/2020-2021/>)

Yes

Why are these changes necessary?

MBA 541 (Marketing in a Digital World) and MBA 544 (Marketing in an Analog World) are replaced by the recently approved course MBA 545 (Marketing in a New Digital World). The new course covers all topics covered in MBA 541 and 544 and is a better fit for the program's future needs." Additionally, the MBA coursework is the same sponsoring unit/roll up administration as this program, therefore, letters of support are not needed.

Instructional Resources

Will there be any reduction in other course offerings, programs or concentrations by your department as a result of this new program/proposed change?

No

Does this new program/proposed change result in the replacement of another program?

No

Does the program include other courses/subjects outside of the sponsoring department impacted by the creation/revision of this program?

No

Program Regulation and Assessment

Plan to Assess and Improve Student Learning

Illinois Administrative Code: 1050.30(b)(1)(D) Provision is made for guidance and counseling of students, evaluations of student performance, continuous monitoring of progress of students toward their degree objectives and appropriate academic record keeping.

List the program's student learning outcomes. Each outcome should identify what students are expected to know and/or be able to do upon completing this program.

- (1) understand the foundations of the new digital marketing landscape and the application of marketing tools and strategies in the digital environment
- (2) employ marketing analytics to visualize and use data
- (3) understand how digital channels are used in marketing

The above objectives are the same as those in the existing iMBA degree focus area upon which this Campus Graduate Certificate is built. All of the courses are currently taught by existing faculty.

Describe how, when, and where these learning outcomes will be assessed.

Describe here:

Identify faculty expectations for students' achievement of each of the stated student learning outcomes. What score, rating, or level of expertise will signify that students have met each outcome? Provide rating rubrics as necessary.

Explain the process that will be implemented to ensure that assessment results are used to improve student learning.

Program

Description and

Requirements

Attach Documents

Is the career/profession for graduates of this program regulated by the State of Illinois?

No

Program of Study

Baccalaureate degree requires at least 120 semester credit hours or 180 quarter credit hours and at least 40 semester credit hours (60 quarter credit hours) in upper division courses" (source: <https://www.ibhe.org/assets/files/PublicAdminRules2017.pdf>). For proposals for new bachelor's degrees, if this minimum is not explicitly met by specifically-required 300- and/or 400-level courses, please provide information on how the upper-division hours requirement will be satisfied.

Revised programs [Digital Marketing side by side V2.xlsx](#)

Attach a revised Sample Sequence (for undergraduate program)
or college-level forms.

Catalog Page Text - Overview Tab

Description of program for the catalog page. This is not official content, it is used to help build the new catalog page for the program. Can be edited in the catalog by the college or department.

The Digital Marketing Campus Graduate Certificate is designed to develop leaders who (1) understand the foundations of the new digital marketing landscape and the application of marketing tools and strategies in the digital environment, (2) employ marketing analytics to visualize and use data, and (3) understand how digital channels are used in marketing. This Campus Graduate Certificate will not only provide a strong foundational knowledge of digital marketing, but also provide students multiple opportunities to apply this knowledge.

Students who have successfully completed this certificate may use the certificate to satisfy the following degree requirements, provided they apply and are admitted to the degree program:

- 12 hours of elective coursework requirements of the iMBA degree program
- 12 hours of elective coursework requirements of the iMSM degree program
- 12 hours of elective coursework requirements of the iMSA degree program

Statement for
Programs of
Study Catalog

~~Graduation Requirements~~ Graduation Requirements
Minimum Cumulative GPA: 2.75 ~~-2.75-~~

Minimum hours required for certificate completion: 12 hours

Students who have successfully completed this certificate may use the certificate courses to satisfy the following degree requirements, provided they apply and are admitted to the degree program:

- 12 hours of elective coursework requirements of the iMBA degree program
- 12 hours of elective coursework requirements of the iMSM degree program
- 12 hours of elective coursework requirements of the iMSA degree program

Course List

| Code | Title | Hours |
|--------------------|---|--------------|
| MBA 541 | Course MBA 541 Not Found | 2 |
| <u>MBA 542</u> | <u>Digital Marketing Analytics</u> | 4 |
| <u>MBA 543</u> | <u>Digital Media & Marketing</u> | 4 |
| MBA 544 | Course MBA 544 Not Found | 2 |
| <u>MBA 545</u> | <u>Marketing in Our New Digital World</u> | 4 |
| Total Hours | | 12 |

Corresponding Degree CERT Campus Graduate Certificate

Program Features

Academic Level Graduate

Does this major have transcribed concentrations? No

What is the typical time to completion of this program?

26 weeks ~~26~~
~~weeks,~~ active
learning

What are the minimum Total Credit Hours required for this program?

12

What is the required GPA?

2.75

CIP Code 521404 - Digital Marketing.

Is This a Teacher Certification Program?

No

Will specialized accreditation be sought for this program?

No

Delivery Method

This program is available:

Online Only - The entire program is delivered online, students are not required to come to campus.

Describe the use of this delivery method:

Courses are delivered fully online through Compass2G (Blackboard) and Coursera. Each course has two structural components. One component is the self-directed, asynchronous part of the course, which is designed to help students develop foundational knowledge. That material is delivered via pre-recorded videos, complementary readings, and quizzes.

The second component is the high engagement part of the course. It is an expansion of the foundational materials and involves weekly live sessions in a virtual classroom led by Gies Business faculty. Other high-engagement content will come in the form of readings, in-depth exercises and assignments, and case studies.

Admission Requirements

Desired Effective
Admissions Term

Is this revision a change to the admission status of the program?

No

Provide a brief narrative description of the admission requirements for this program. Where relevant, include information about licensure requirements, student background checks, GRE and TOEFL scores, and admission requirements for transfer students.

Prospective applicants must apply for admission to the Campus Graduate Certificate specifically through the Graduate College admissions process. Graduate and professional admissions minimum requirements will apply - <https://grad.illinois.edu/admissions/apply/requirements>.

Enrollment

Describe how this revision or phase down/elimination will impact enrollment and degrees awarded. If this is an elimination/phase down proposal include the plans for the students left in the program.

This proposed change will not impact enrollment.

Estimated Annual Number of Degrees Awarded

| | | | |
|-------------------|----|---|-----|
| Year One Estimate | 60 | 5th Year Estimate (or when fully implemented) | 180 |
|-------------------|----|---|-----|

What is the matriculation term for this program? Spring/Summer/Other

Please give an explanation of why fall matriculation is not applicable:

Completion of the Digital Marketing Campus Graduate certificate will be possible across multiple terms including fall, spring, and summer.

Budget

Are there budgetary implications for this revision? No

Will the program or revision require staffing (faculty, advisors, etc.) beyond what is currently available?

No

Additional Budget Information

Attach File(s)

Financial Resources

How does the unit intend to financially support this proposal?

Current academic and administrative staff in Gies College of Business Online Programs office have the capacity to serve as advisors, maintain records, and process student registration in the Campus Graduate Certificate and related coursework.

Current instructional staff in the Gies College of Business will offer and instruct the courses. Should demand for this Campus Graduate Certificate exceed expectations, new faculty may be recruited to teach some of the courses. Funding for these additional faculty will come from Department and College resources currently available for existing faculty lines.

Will the unit need to seek campus or other external resources?

No

Attach letters of support

What tuition rate do you expect to charge for this program? e.g, Undergraduate Base Tuition, or Engineering Differential, or Social Work Online (no dollar amounts necessary)

Are you seeking a change in the tuition rate or differential for this program?

No

Is this program requesting self-supporting status?

Yes

Faculty Resources

Please address the impact on faculty resources including any changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc.

Current faculty will be adequate to provide instruction.

Library Resources

Describe your proposal's impact on the University Library's resources, collections, and services. If necessary please consult with the appropriate disciplinary specialist within the University Library.

Library collections, resources and services are sufficient to support this program.

EP Documentation

EP Control Number

EP.23.068

Attach Rollback/Approval Notices

This proposal requires HLC inquiry No

DMI Documentation

Attach Final Approval Notices

Banner/Codebook Name CERT:Digital MarketingONL-UIUC

Program Code: 1PKS6018CERU

| | | | | | |
|------------|------|-----------|-------------|------|------------|
| Minor Code | 6018 | Conc Code | Degree Code | CERT | Major Code |
|------------|------|-----------|-------------|------|------------|

Senate Approval Date

Senate Conference Approval Date

BOT Approval Date

IBHE Approval Date

HLC Approval Date

DOE Approval Date

Effective Date:

Attached Document Justification for this request

Program Reviewer Comments **Brooke Newell (bsnewell) (03/22/23 1:00 pm):** Rollback: Email sent to Lorena **Allison McKinney (agrindly) (03/31/23 8:49 am):** Administratively approved.

| Digital Marketing CERT/Concentration | | |
|--------------------------------------|------------------------------|-----------|
| CURRENT | | |
| Code | Title | Hours |
| MBA 541 | Marketing in a Digital World | 2 |
| MBA 542 | Digital Marketing Analytics | 4 |
| MBA 543 | Digital Media & Marketing | 4 |
| MBA 544 | Marketing in an Analog Wor | 2 |
| | | |
| Total Hours | | 12 |

| Digital Marketing CERT/Concentration | | |
|--------------------------------------|------------------------------------|-----------|
| PROPOSED | | |
| Code | Title | Hours |
| | | |
| MBA 542 | Digital Marketing Analytics | 4 |
| MBA 543 | Digital Media & Marketing | 4 |
| | | |
| MBA 545 | Marketing in Our New Digital World | 4 |
| Total Hours | | 12 |

 Course being removed
 Course being added

